

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

*Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant <u>Ruder Finn, Inc.</u> <u>301 E. 57th St.</u> <u>New York, NY 10022</u>	2. Registration No. <u>1481</u>
---	------------------------------------

3. Name of foreign principal <u>Haaretz</u>	4. Principal address of foreign principal <u>21 Schocken St.</u> <u>Tel Aviv, ISRAEL</u>
--	--

5. Indicate whether your foreign principal is one of the following type:

☐ Foreign government

☐ Foreign political party

☒ Foreign or ☐ domestic organization: If either, check one of the following:

☐ Partnership

☐ Committee

☒ Corporation

☐ Voluntary group

☐ Association

☐ Other (specify) _____

☐ Individual—State his nationality _____

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant.

b) Name and title of official with whom registrant deals.

7. If the foreign principal is a foreign political party, state:

a) Principal address

b) Name and title of official with whom registrant deals.

c) Principal aim

RECEIVED
DEPT. OF JUSTICE
CRIMINAL DIVISION
95 OCT 27 PM 3:25
INTERNAL SECURITY
SECTION
REGISTRATION UNIT

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

Newspaper publishing

b) Is this foreign principal

- Owned by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒
- Directed by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒
- Controlled by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒
- Financed by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒
- Subsidized in whole by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒
- Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

The foreign principal is an organization
owned and controlled by Ma'aretz

Date of Exhibit A

10/20/95

Name and Title

Deborah Silverman
Acct. Executive

Signature

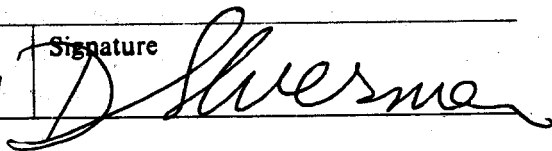


Exhibit B
To Registration Statement
Under the Foreign Agents Registration Act of 1938, as amended

OMB No. 1105-0007
Approval Expires Nov. 30, 1993

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in triplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

Name of Registrant	Name of Foreign Principal
Ruder Finn Inc.	Ma'aretz

Check Appropriate Boxes:

1. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach three copies of the contract to this exhibit.
2. ☐ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach three copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
3. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

RECEIVED
DEPT. OF JUSTICE
CRIMINAL DIVISION
OCT 27 PM 3:25
INTERNAL SECURITY
SECTION
REGISTRATION UNIT

4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Public relations and marketing counsel

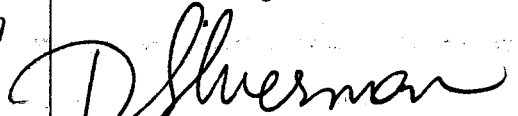
5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?¹

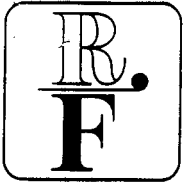
Yes ☐

No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title	Signature
10/19/95	Deborah Silverman Asst. Executive	

¹Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.



CONTRACT

1. Ha'aretz Daily Newspaper has retained the Kahn Communications Group of Ruder Finn, Inc. as its public relations counsel effective from August 15, 1995 through September 30, 1995.
2. Public relations services to be provided by the Kahn Communications Group of Ruder Finn, Inc. are in connection with preparing the preliminary public relations plan to launch Israel On-Line.
3. As compensation for its services, the Kahn Communications Group of Ruder Finn, Inc. will be paid a fee of \$5,000. Additional hours will be billed at our normal billing rates, for each staff member involved on the program, except for Jeff Kahn whose time will be billed at \$150.00 (50% of his normal rate of \$300). These extra hours will not exceed an additional \$5,000. Payment will be due upon receipt of invoice.
4. Out-of-pocket disbursements for, on behalf of, or for the benefit of Ha'aretz Daily Newspaper will be billed at the end of each month. We may bill you in advance for major out-of-pocket expenses.

In the event Ha'aretz Daily Newspaper questions the validity of a charge, payment for only that portion under question may be delayed without a finance charge, provided Ha'aretz Daily Newspaper expresses its objection in writing within twenty (20) days of the date of the invoice.

The Kahn Communications Group of Ruder Finn, Inc. will maintain accurate records of all out-of-pocket expenditures made on behalf of Ha'aretz Daily Newspaper. The Kahn Communications Group of Ruder Finn, Inc. will be prepared to supply, during normal business hours and at reasonable intervals, supporting documentation required by Ha'aretz Daily Newspaper with the exception of the following: travel and miscellaneous expenses under \$25.00, postage, photocopy, telecopy, telephone and messenger service.

RECEIVED
 DEPT. OF JUSTICE
 CRIMINAL DIVISION
 1995 OCT 27 PM 3:25

5. A finance charge of 1.5% per month will be assessed on outstanding balances over 30 days.
6. Ha'aretz Daily Newspaper agrees to and hereby does indemnify the Kahn Communications Group of Ruder Finn, Inc. against any damages, cost and expenses, including reasonable attorney's fee, incurred in defending against any action arising out of the release of materials previously cleared and approved by Ha'aretz Daily Newspaper and hereby expressly holds the Kahn Communications Group of Ruder Finn, Inc. harmless from any such damages, costs and expenses.

Ha'aretz Daily Newspaper acknowledges that it has read this agreement between parties, which supersedes all proposals or prior agreements, oral or written, and all other communications between the parties relating to the subject matter of this agreement.

Accepted by: _____ Date: _____
For Ha'aretz Daily Newspaper

Accepted by: _____ Date: _____
For The Kahn Communications Group of Ruder Finn, Inc.